

Special Promotional Programs



Description

Special promotional programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Department also supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue, develops, maintains, and enhances visitor-related facilities, and supports the City's cultural amenities and natural attractions.



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Special Promotional Programs

Department Summary

	FY2011 Budget	FY2012 Proposed	FY2011–2012 Change
Positions	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -
Non-Personnel Expenditures	58,877,735	65,046,452	6,168,717
Total Department Expenditures	\$ 58,877,735	\$ 65,046,452	\$ 6,168,717
Total Department Revenue	\$ 60,104,689	\$ 66,357,945	\$ 6,253,256

Transient Occupancy Tax Fund

Department Expenditures

	FY2011 Budget	FY2012 Proposed	FY2011–2012 Change
Arts Culture & Community Festivals	\$ 6,420,000	\$ 6,420,000	\$ -
Capital Improvements	17,239,063	-	(17,239,063)
Discretionary Funding	11,800,938	13,051,589	1,250,651
Economic Development Programs	1,706,450	1,806,450	100,000
Safety & Maint - Visitor Related Facilities	11,421,217	43,768,413	32,347,196
TOT Admin & Promotional Activities	10,290,067	-	(10,290,067)
Total	\$ 58,877,735	\$ 65,046,452	\$ 6,168,717

Significant Budget Adjustments

	FTE	Expenditures	Revenue
Support for Safety and Maintenance of Visitor-Related Facilities	0.00	\$ 2,848,046	\$ -
Support to reimburse the General Fund for expenditures associated with the safety and maintenance of visitor-related facilities.			
Support to Other Funds	0.00	1,970,020	-
Adjustment to annual allocation to support debt service payments and operating costs for Mission Bay/Balboa Park Improvements, Convention Center Complex, Qualcomm Stadium, PETCO Park, and the Trolley Extension Reserve.			
City Council Discretionary Funding	0.00	1,250,651	-
Adjustment of the one-cent TOT City Council discretionary transfer allocation to the General Fund.			
Citywide Economic Development Programs	0.00	100,000	-
Adjustment to funding for Citywide Economic Development Programs.			
Revised Revenue	0.00	-	6,253,256
Adjustment to reflect Fiscal Year 2012 revenue projections.			
Total	0.00	\$ 6,168,717	\$ 6,253,256

Expenditures by Category

	FY2011 Budget	FY2012 Proposed	FY2011–2012 Change
NON-PERSONNEL			
Contracts	\$ 8,746,872	\$ 8,226,450	\$ (520,422)

Special Promotional Programs

Expenditures by Category (Cont'd)

		FY2011 Budget		FY2012 Proposed		FY2011–2012 Change
Other		50,130,863		56,820,002		6,689,139
NON-PERSONNEL SUBTOTAL	\$	58,877,735	\$	65,046,452	\$	6,168,717
Total	\$	58,877,735	\$	65,046,452	\$	6,168,717

Revenues by Category

		FY2011 Budget		FY2012 Proposed		FY2011–2012 Change
Transient Occupancy Tax	\$	60,104,689	\$	66,357,945	\$	6,253,256
Total	\$	60,104,689	\$	66,357,945	\$	6,253,256

Special Promotional Programs

Special Promotions

Organization / Program	FY2011 Budget	FY2012 Proposed
ARTS, CULTURE, AND COMMUNITY FESTIVALS		
Creative Communities San Diego		
Adams Avenue Business Association	\$ 18,643	\$ —
America's Finest City Dixieland Jazz Society	20,537	—
Asian Story Theater	4,724	—
Bon Temps Social Club of San Diego	20,537	—
Cabrillo Festival	2,521	—
College Area Economic Development Corporation	7,298	—
Hillcrest Business Improvement Association	10,659	—
Historic Old Town Community Foundation	14,657	—
Italian American Art and Culture	6,649	—
Jacobs Center	14,875	—
Justice Overcoming Boundaries	13,226	—
Kalusugan Community Services	9,447	—
Kiwanis Club of Tierrasanta	2,390	—
Linda Vista Multi-Cultural Fair and Parade	6,181	—
Little Italy Association	18,787	—
Los Bilingual Writers	5,046	—
North Park Organization of Businesses	6,080	—
NTC Foundation	5,224	—
Nu-Way BHILD	4,297	—
Ocean Beach Merchants Association	13,787	—
Pacific Beach Community Development Corporation	11,809	—
Pacific Southwest Wildlife Arts, Inc.	8,833	—
Point Loma Association	7,127	—
Rancho de los Penasquitos Town Council	4,038	—
Rolando Community Council/Rolando Street Fair	3,099	—
Salvation Army/Joan B. Kroc Center	15,793	—
San Diego Afterschool Strings Program/Gompers After School Strings Program	4,724	—
San Diego Armed Services YMCA	20,537	—
San Diego Asian Film Foundation	20,537	—
San Diego Audubon Society	15,351	—
San Diego Chinese Center	6,377	—
San Diego City College Foundation	8,051	—
San Diego Earth Day	17,331	—
San Diego Film Foundation	20,537	—
San Diego Shakespeare Society	4,575	—
Transcendance	5,046	—
Villa Musica	4,088	—
Creative Communities San Diego Subtotal	\$ 383,418	\$ 383,418 ¹
Organizational Support		
Aja Project	\$ 21,316	\$ —
Athenaeum Music and Arts Library	86,818	—
California Ballet Association	81,941	—
Camarada	7,336	—
Center for World Music	13,366	—
Chronos Theatre Group	597	—
City Ballet, Inc.	46,104	—
Classics for Kids	25,118	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2011 Budget	FY2012 Proposed
Common Ground Theatre	6,444	—
Cygnnet Theater	94,785	—
Diversionary Theatre	40,525	—
Eveoke Dance Theatre	29,345	—
Fern Street Community Arts, Inc.	16,570	—
Gay Mens Chorus of San Diego	12,555	—
Gaslamp Quarter Historical Foundation	19,918	—
Japanese Friendship Garden Society, San Diego	50,097	—
La Jolla Historical Society	9,061	—
La Jolla Music Society	165,307	—
La Jolla Playhouse	364,704	—
La Jolla Symphony and Chorus	28,050	—
Lyric Opera San Diego	102,512	—
Mainly Mozart Festival, Inc.	87,798	—
Malashock Dance and Company	43,242	—
Maritime Museum Association of San Diego	221,393	—
Media Arts San Diego	49,721	—
Mingei International Museum	181,114	—
Mo'olelo Performing Arts	16,687	—
Museum of Contemporary Arts, San Diego	338,351	—
Museum of Photographic Arts	109,449	—
New Children's Museum	126,528	—
Old Globe Theatre	387,456	—
Patricia Rincon Dance Collective	18,376	—
Persian Cultural Center	24,659	—
PGK Project	3,140	—
Playwrights Project	31,613	—
Samahan Filipino American Performing Arts and Education Center	6,932	—
San Diego Air and Space Museum, Inc.	225,156	—
San Diego Archaeological Center	26,167	—
San Diego Art Institute	38,807	—
San Diego Automotive Museum	44,541	—
San Diego Ballet	32,426	—
San Diego Center for Jewish Culture	101,390	—
San Diego Chamber Orchestra	77,368	—
San Diego Children's Choir	22,692	—
San Diego Chinese Historical Society and Museum	13,983	—
San Diego Civic Youth Ballet	14,365	—
San Diego Dance Theater	26,143	—
San Diego Early Music Society	9,266	—
San Diego Guild of Puppetry	6,924	—
San Diego Historical Society	45,704	—
San Diego Junior Theatre	78,507	—
San Diego Master Chorale	14,857	—
San Diego Model Railroad Museum, Inc.	44,781	—
San Diego Museum Council	8,484	—
San Diego Museum of Art	269,935	—
San Diego Museum of Man	100,000	—
San Diego Opera Association	354,622	—
San Diego Repertory Theatre	123,851	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2011 Budget	FY2012 Proposed
San Diego Society of Natural History	340,087	—
San Diego Space and Science Foundation	258,850	—
San Diego Symphony Orchestra Association, Inc.	374,445	—
San Diego Water Color Society	19,878	—
San Diego Writers Ink	4,031	—
San Diego Young Artists Music Academy, Inc.	9,436	—
San Diego Young Artists Symphony Orchestra	10,518	—
San Diego Youth Symphony and Conservatory	55,320	—
Save Our Heritage Organisation	51,550	—
Scripps Ranch Theatre	5,130	—
Spreckels Organ Society	14,754	—
Sushi Visual and Performing Arts, Inc.	15,282	—
Veteran's Memorial Center	21,775	—
Westwind Brass	10,729	—
Women's History Museum and Educational Center	8,055	—
WorldBeat Center	21,993	—
Young Audiences of San Diego	45,852	—
Organizational Support Subtotal	\$ 5,816,582	\$ 5,816,582 ¹
Other		
Commission for Arts and Culture Department	\$ 832,680	\$ 874,889 ²
Mayor/City Council Allocations	220,000	220,000
Other Subtotal	\$ 1,052,680	\$ 1,094,889
TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 7,252,680	\$ 7,294,889
CAPITAL IMPROVEMENTS		
Capital Improvements		
Convention Center Complex	\$ 8,750,000	\$ 9,200,688
Mission Bay Park/Balboa Park Improvements	4,716,201	1,683,319
QUALCOMM Stadium	3,040,862	4,797,262
Trolley Extension Reserve	732,000	925,000
Capital Improvements Subtotal	\$ 17,239,063	\$ 16,606,269
TOTAL CAPITAL IMPROVEMENTS	\$ 17,239,063	\$ 16,606,269
ECONOMIC DEVELOPMENT PROGRAMS		
Citywide Economic Development		
CleanTECH San Diego	\$ —	\$ 25,000
Horton Plaza Theatre Foundation	385,000	385,000
Mission Trails Regional Park Foundation, Inc.	36,450	36,450
San Diego Regional Economic Development Corporation	50,000	25,000
Unidentified Funding	—	100,000
Citywide Economic Development Subtotal	\$ 471,450	\$ 571,450
Economic Development and Tourism Support		
Asian Business Association	\$ 40,252	\$ —
Citizen Diplomacy Council of San Diego	48,600	—
City Heights Business Association	13,500	—
City Heights Community Development Corporation	48,600	—
Hostelling International-American Youth Hostels	48,600	—
International Rescue Committee	26,887	—
Japan Society of San Diego and Tijuana	35,100	—

Special Promotional Programs

Special Promotions (Cont'd)

Organization / Program	FY2011 Budget	FY2012 Proposed
Old Town San Diego Chamber of Commerce	28,800	—
Otay Mesa Chamber of Commerce	54,000	—
San Diego Convention & Visitors Bureau	46,800	—
San Diego East Visitors Bureau	51,661	—
South County Economic Development Council	43,200	—
Travelers Aid Society of San Diego	54,000	—
Economic Development and Tourism Support Subtotal	\$ 540,000	\$ 540,000³
Other		
Business Expansion, Attraction and Retention (BEAR)	\$ 515,000	\$ 515,000
Economic Development Program Administration	180,000	180,000
Other Subtotal	\$ 695,000	\$ 695,000
TOTAL ECONOMIC DEVELOPMENT PROGRAMS	\$ 1,706,450	\$ 1,806,450
MAJOR EVENTS		
Major Events		
Major Events Revolving Fund	\$ —	\$ 150,000 ⁴
Major Events Subtotal	\$ —	\$ 150,000
TOTAL MAJOR EVENTS	\$ —	\$ 150,000
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES		
Safety and Maintenance of Visitor-Related Facilities		
Balboa Park Centennial	\$ 150,000	\$ — ⁴
Discretionary Transient Occupancy Tax Support to General Fund	11,800,938	13,051,589
Mission Bay Park/Balboa Park Improvements	380,265	416,681
Convention Center	3,400,000	4,834,612
PETCO Park	2,500,000	4,840,000
QUALCOMM Stadium	4,990,952	3,782,738
Regional Park Safety Program	120,000	120,000
Special Events Department	544,274	586,604 ²
Transient Occupancy Tax (TOT) Payment Audit	415,000	415,000
Transient Occupancy Tax Administration and Promotional Activities	9,755,067	12,603,113
Safety and Maintenance of Visitor-Related Facilities Subtotal	\$ 34,056,496	\$ 40,650,337
TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 34,056,496	\$ 40,650,337
SUMMARY		
Arts, Culture, and Community Festivals	\$ 7,252,680	\$ 7,294,889
Capital Improvements	17,239,063	16,606,269
Economic Development Programs	1,706,450	1,806,450
Major Events	—	150,000
Safety and Maintenance of Visitor-Related Facilities	34,056,496	40,650,337
TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET	\$ 60,254,689	\$ 66,507,945

¹Totals represent the allocations for these funding categories in FY 2012. Funding recommendations will be made by the Commission for Arts and Culture and presented to the City Council for approval (along with a complete list of applicants).

²This table represents the entire Transient Occupancy Fund including the Commission for Arts and Culture and Special Events departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.

³The total represents the allocation for this funding category in FY 2012. Funding recommendations will be made by the Small Business Advisory Board and presented to the City Council for approval (along with a complete list of applicants).

⁴Moved from Safety and Maintenance of Visitor-Related Facilities section to Major Events section.

Special Promotional Programs

Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2011 Budget*		FY2012 Proposed	
BEGINNING BALANCE AND RESERVES				
Balance from Prior Year	\$	—	\$	—
TOTAL BALANCE AND RESERVES	\$	—	\$	—
REVENUE				
Grant and Other Revenue - Special Events Department¹	\$	150,000	\$	150,000
Transient Occupancy Tax		60,104,689		66,357,945
TOTAL REVENUE	\$	60,254,689	\$	66,507,945
TOTAL BALANCE, RESERVES, AND REVENUE	\$	60,254,689	\$	66,507,945
OPERATING EXPENSE				
Operating Expense	\$	18,566,517	\$	21,364,563
Commission for Arts and Culture Department¹		832,680		874,889
Special Events Department¹		544,274		586,604
Transfer to Convention Center Expansion Fund		8,750,000		10,610,000
Transfer to General Fund - 1 Cent Discretionary		11,800,938		13,051,589
Transfer to Major Events Revolving Fund		—		150,000
Transfer to Mission Bay/Balboa Park Improvement Fund		5,096,466		2,100,000
Transfer to PETCO Park Fund		2,500,000		4,840,000
Transfer to QUALCOMM Stadium Fund		8,031,814		8,580,000
Transfer to TOT-Convention Center Fund		3,400,000		3,425,300
Transfer to Trolley Extension Reserve Fund		732,000		925,000
TOTAL OPERATING EXPENSE	\$	60,254,689	\$	66,507,945
TOTAL EXPENSE	\$	60,254,689	\$	66,507,945
BALANCE	\$	—	\$	—
TOTAL EXPENSE, RESERVES AND BALANCE	\$	60,254,689	\$	66,507,945

* At the time of publication, audited financial statements for Fiscal Years 2010 and 2011 were not available. Therefore, the Fiscal Year 2011 column reflects final budget amounts from the Fiscal Year 2011 Adopted Budget. As such, current fiscal year balances and reserves are estimates of carryover from the previous fiscal year.

¹This statement represents the entire Transient Occupancy Fund including the Commission for Arts and Culture and Special Events departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.